

South Bay Doctors Back Del Amo Medical Center

Coldwell, Banker & Company, California realty firm, has disclosed lease negotiations have been completed between the Del Amo Estate Company and a group of prominent local South Bay doctors for the erection of a medical building on property adjacent to the Del Amo Shopping Center in Torrance.

To be known as the Del Amo Center Medical Building, a ground lease has been drawn by a lease corporation consisting of twenty local doctors and dentists. The medical building will be erected by the doctors at a cost of \$750,000. Sixteen of the doctors participating in the lease corporation have indicated they will locate their practice in the new medical building.

Close to Hospitals
Located on Hawthorne Blvd. to the north of Carson Ave., the thirty-suite medical building will be conveniently located to Torrance Memorial Hospital, 96 beds; and the Little Company of Mary Catholic Hospital now under construction and contemplating a 150 bed facility.

The Del Amo Center Medical Building will be a modernistic, two-story structure with 32,000 square feet of building area made available to doctors and dentists on a lease basis. A medical pharmacy will be incorporated as well.

Designed by Jones, Lockett & Poper, Long Beach architects, the entire building will have multi-zoned air conditioning with elevators serving the second floor.

Directors
Directors of the doctors' leasing corporation are Dr. Hersh Kopp, president; Dr. Richard McClure, a well-known auto racing participant in the southland; and Dr. Robert McCormick. Secretary of the group is Matthew

City Buses Serve Shopping Centers in Evening Hours

Late shoppers will soon have the convenience of closing time bus service from the new shopping centers, Marshall Chamberlain, superintendent for the Torrance Municipal Bus Lines, announced recently.

The bus run from and to Los Angeles through North Torrance will be extended to stop at both the Del Amo Shopping Center and the South Bay Shopping Center shortly after their 9:30 closing time on Monday, Thursday and Friday. The schedules have not been set as yet, but Chamberlain disclosed that stops will probably be made at Del Amo at 9:30 p.m. going toward Los Angeles, and at 9:50 travelling toward Torrance. At the South Bay Center, a bus headed in each direction will stop at 9:45 p.m.

Torrance buses logged the amazing total of 736,706 miles during last year. Over 2,200 passengers a day rode the Torrance buses making a total of 837,239 for the year.

The bus system has a total of 14 buses, having disposed of three old ones and added two new ones last year. 11 of the buses have a capacity of 45 passengers, 2 carrying 31 passengers, and one carries 18 passengers.

Fares have remained the same during the year. The zone fare system has a minimum of 15 cents and a maximum of 45 cents.

Bus lines runs have not changed, except for the addition of the service to Del Amo Shopping Center, which was inaugurated recently.

Chamberlain sees no radical changes for the municipal bus service in the coming year, but predicts that more changes will take place as the shopping centers expand and grow.

Service to Los Angeles began in 1941, and two years later service was extended to WALTERIA. In 1947 service began to Long Beach and in 1953 the route to Los Angeles via North Torrance began. Surprisingly enough, the trip from El Nido to Long Beach is the longest run for the Torrance Municipal Bus Service, 10.28 miles one way.

Torrance Municipal buses have furnished auxiliary bus service to some of the schools in the past when a need was expressed. At present they are serving the Bishop Montgomery High School.

Torrance buses are available for charter service. They are used by the Recreation Department of the city, and have recently signed a five year contract with El Camino College for field trips, etc.

The line now has 22 drivers and two office workers, 20 maintenance men care for the buses and all other city equipment.

Pedestrians out walking after dark should wear something white or light-colored if possible, according to the Automobile Club of Southern California. Pedestrians also must remember to cross only at intersections. Never assume the driver of a car will slow down or stop for you. He may not even be able to see you until it's too late.



MEDICAL CENTER BUILDING IN DEL AMO LEASE SIGNED
—A 3/4-million-dollar medical office building is planned for the Del Amo Center in Torrance. Shown signing above (left to right) are Eugene Cabrero, secretary-treasurer, Del Amo Estates Co.; Dr. Matthew P. Romeo, secretary for the doctors' group; Robert R. Ashton (seated), vice-president, Del Amo Estate Co.; and Dr. Herschel S. Kopp, director and president of the doctors' group. All negotiations were handled by Coldwell, Banker & Co.

P. Romeo. Coldwell, Banker & Company stated the new lease is for fifty-five years on the 2 1/2 acre site of proposed construction, with options for an additional 2 1/2 acres incorporated for the purpose of supplementing the initial medical building with a twin structure adjoining at some future date. With proposed future development, the medical facilities will ultimately encompass some 65,000 square feet of building area providing office facilities for 60 doctors and their staffs.

Planned Parking
Parking is planned at a 7 to 1 ratio, allowing accommodations for 210 automobiles presently, and double that number with construction of the final unit of the Del Amo Medical Building.

This will be the largest concentration of medical doctors in the entire South Bay region. Completion of the facility is set for late 1959.



DEL AMO CENTER MEDICAL BUILDING—Architect's sketch, above, is of the new Del Amo Center Medical Building adjacent to the Del Amo Shopping Center in Torrance. Coldwell, Banker & Company, which figures prominently in the development of the entire center, arranged all lease negotiations for the 3/4 million-dollar medical building.

Facilities Quadrupled in One Year at Southwest Blue Print

Southwest Blue Print co. has been serving the Torrance area for just over one year. Beginning its operation at 1711 Cabrillo ave., rapid expansion dictated the need for larger quarters after approximately eight months. The company then moved to its present location at 1809 Border ave.

Southwest Blue Print co. provides a wide range of reproduction support for the area. While most of the service has been utilized by the aircraft, missile and electronic industries, Southwest has also contributed significantly to other fields including architectural, light manufacturing and industrial firms.

Music Program Popular

"Fun-through-Music" program continued its popularity, and the Torrance Cadet Band, which grew out of this program, participated in more than half a dozen parades throughout the Southland during the year, including the Torrance Ranchero Days Parade.

When asked his reason for the unprecedented growth of Southwest, which more than quadrupled in both physical facilities and employees in less than one year, youthful president, Robert W. Morris, answered, "It is based upon customer satisfaction."

Morris continued "When we started our operation in the Torrance area, we adopted a sincere approach to two vital components that provide customer satisfaction quality and service. To us it meant a special kind of quality and service—we had to do the job better than anyone else. It was at this time that we formulated our motto: "Southwest quality and Southwest service." I firmly believe that our approach and the determination to maintain it has resulted in the customer satisfaction that has enabled us to grow despite the effects of a national recession."

The manner in which Southwest Blue Print co. has been able to provide customer satisfaction appears to have been thorough. In addition to providing comprehensive reproduction support for large organizations as Vickers, Inc. and Coleman Engineering Co., Inc., the company has been able to serve and grow with its smaller customers.

Today the company offers such services as blueprinting, photographic reproductions, offset printing, photostats, engraving, set printing, photostats, engraving, all with the same emphasis upon customer satisfaction as when the company was organized.

Forecast for Torrance Is Very Bright

William H. Tolson, well known local realtor, "came to town with the surveyors" in 1913. He has watched Torrance change a great deal since that time, but he declares that "future action is unlimited."

Partners in the real estate firm, William H. Tolson & Associates are William H. Tolson and Robert H. Tolson, father and son. Their offices are located at 1308 Sartori ave.

All kinds of real estate business deals—leasing, management, etc., have been handled by the firm since it was started 12 years ago. At the present time, however, they are working primarily on industrial and commercial properties, and on land for subdivision.

William H. Tolson & Associates have extended their business to include financing and refinancing on real property.

The Tolson's business interests cover Southern California, but most of it is concentrated in Los Angeles, Orange, Riverside and San Bernardino counties.

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